FOR IMMEDIATE RELEASE
April 23, 2007

ESPLANADE RECEIVES TWO AWARDS AT *2007 ALBERTA MASONRY DESIGN AWARDS* IN EDMONTON

Medicine Hat – The Esplanade Arts and Heritage Centre received two awards at the 2007 Masonry Contractors Association of Alberta *Masonry Design Awards: Celebrating the Strength of Masonry* in Edmonton on Friday.

Carol Beatty, *Manager of Cultural Development for the City of Medicine Hat*, Bob Orth, *Esplanade Project Superintendent*, and Jarle Lovlin from *Diamond and Schmitt Architects Inc.* attended the Awards Ceremony at the Westin Hotel in Edmonton on Friday, April 20, 2007 to accept the ***Award of Merit*** in two categories:

- → Architectural Masonry Design: Educational/Institutional (25 nominees)
- → Special Masonry Design: Artistic Use of Masonry (19 nominees)

The award plaque was presented to the City of Medicine Hat, as well as the companies responsible for the success of the project, including: **Diamond and Schmitt Architects Incorporated** (Architect), **Halcrow Yolles** (Engineer), **Ellis Don Construction Services** (General Contractor), **Scorpio Masonry Ltd.** (Masonry Contractor), and **I-XL Industries Ltd.** (Masonry Supplier).

The Masonry Design Awards are presented once every four years to honour achievements in imaginative and creative use of masonry in Alberta and are judged by a committee of recognized members of the architectural and engineering professions.

"The brick was an important element in the early planning and design stages of the Esplanade project," says Carol Beatty, Manager of Cultural Development. "I-XL brick was a natural choice for our arts and heritage centre, honouring Medicine Hat's long-standing heritage in the clay industry. The brick provides a unique artistic sense as the color engages with light in its natural environment, taking on different hues throughout the day."

The 2007 awards received a record number of entries: 90 nominees from across Alberta in the following categories:

- → **Architectural Masonry Design Awards**:
  - o Educational/Institutional
  - o Commercial Building
  - o Multi Family Residential
  - o Single Family Residential
- → **Special Masonry Design Awards**:
  - o Artistic Use of Masonry
  - o Renovation/Restoration
  - o Structural Masonry Design
- → **People's Choice Award**
- → **Presidential Award**

— more —

Local Medicine Hat company I-XL Industries Ltd. was represented by President Malcolm Sissons, who took home 58 awards for I-XL and its subsidiaries as the Masonry Supplier for 58 out of the 90 nominated projects.

The Esplanade previously received the ***Award of Excellence*** from the American Society of Architectural Illustrators in 2005 and the ***Silver Award for Brick in Architecture*** by the Brick Industry Association in 2006.

— 30 —

For further information, please contact:

Carol Beatty
Manager of Cultural Development
City of Medicine Hat
403.502.8785
carbea@medicinehat.ca

Terra Rogowski
Cultural Promotions Assistant
City of Medicine Hat
403.502.8786
terrog@medicinehat.ca

BACKGROUNDER

Masonry Contractors Association of Alberta

The Masonry Contractors Association of Alberta was first incorporated in January 1965 as a venue for contractors in the masonry industry to have a forum in which they could socialize, gain the latest in technological information regarding their industry, and most importantly – a forum in order to have some input into the direction of the masonry industry.

Currently, there are two regions of the Masonry Contractors Association within Alberta, The Northern Region located out of Edmonton and The Southern Region located out of Calgary.

Each of the Associations is comprised of members from the contractor, supplier and manufacturing areas of the masonry field. Each sector provides valuable input and works together to further our industry.

Our objectives are:

To provide the best methods for the handling of, and execution of, building contacts to the end that our industry be surrounded with proper safeguards for the protection of life, and property.

To promote and encourage efficiency in the art of masonry construction and to generally encourage and promote the use of masonry and related products to be installed by masons.

To cooperate with organizations and associations in allied lines; and with individuals, firms and corporations in different lines of business, for the general good of our industry.